tions research, and the contributions of schools of psychology).

In what is assumed to be an effort to appeal to both beginners and intermediates, the author has resorted to extreme oversimplification countered occasionally by some complexity. This reviewer found reading impeded by such statements as:

> Telephone surveys obviously can be conducted only with those who have telephones.

> One characteristic seems to be clear: the cause precedes the effect in time; the cause is an antecedent.

> It does not seem to be a new contribution to marketing research that people who were satisfied with a product when they used it tend to buy the product again.

Dr. Schreier depends heavily upon nomenclature, and frequently sets down what a technique or situation "is called." Many chapters end with a listing of terms used, the total being 212 such terms, for example, "level of generality," "rationalization," "position bias," "topic list," "danger of periodicity," "field director," "coding," "code," "null hypothesis," "net gain," "analysis," "cause," "short-term forecasts," "sales quota," "copy tests," "multiple index method."

The author presents a comprehensive treatment on sampling, replete with formulas, and provides a great deal of explanatory and illustrative materials on such subjects as product research, impulse buying, advertising exposure, media research, dealer studies, the concept of motivation, trend analysis, sales tests, and the setting of potentials.

One might argue that Dr. Schreier could have used space to better advantage by reducing comment on the drawbacks of various possible techniques and by enlarging other treatment. The instructor who uses this textbook in a classroom will want, for example, to amplify considerably the proper presentation of the findings of research.

The book covers a great deal of ground, and the beginning student will find in it very considerable preparation for the variety of subsequent practical experience.

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CHOUKAS, MICHAEL. *Propaganda Comes of Age.* With a Foreword by Hadley Cantril. Washington, D. C., Public Affairs Press, 1965, 299 pp., $5

A book of great topical importance and, in the general field of public opinion and propaganda, a notable addition to the literature is given us by the Chairman of the Department of Sociology at Dartmouth. His study embraces the history, nature, techniques, and significance of propaganda—"once an art, now a science." His central emphasis is on the dangers of propaganda to the American democratic ideal, both from the barrage of foreign propaganda, "one of the deadliest weapons," and from extremists at home. The author is perturbed as much by the manipulation of public opinion by advertisers and "hidden persuaders" as by governmental tendencies to manage the news. The goals of democracy, he believes, can be achieved only if the public and the individual are assured of reliable information as to the truth, or what is sincerely believed to be the truth. But so long as propaganda is rampant, since its essence is the concealment or manipulation of the truth, and the coercion, not the enlightenment, of the intelligence, the goals of democracy will be unattainable. "Propaganda and democracy do not mix; they are incompatible."

Propaganda within the state is un-

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conditionally condemned by Professor Choukas. But when employed between states, the matter is much more complex. In a situation of war or Cold War, we must use the psychological weapon of power to the limit. "As a democracy we must renounce propaganda, but as a state, we must make use of it." Any other alternative, he argues, would be suicidal. He decries the fact of Russian superiority in this field, and even applauds Senator Mundt's proposal for a "Freedom Academy" designed to give proper training in the intricacies of psychological warfare.

But how much of all this can be revealed to the public? The author is not quite sure, but believes that the problem could be mitigated "were a policy, *knowledge available to the enemy should not be withheld from the people,* to be pursued" (italics by the author). Even more surprising is his contention that, while within the state the best curb on propaganda is the simple truth, in the realm of psychological warfare truth is no object. One may recall, on the other hand, that the most effective propaganda and counterpropaganda against the Soviet Union and Eastern Europe has been the broadcasting, by both the Voice of America and Radio Free Europe, of the simple truth (although not always the whole truth) about those countries and our own. Professor Choukas admits that here we face a real dilemma, which he does not purport to solve: "Under what conditions can we utilize this weapon [propaganda] most effectively in defense of the state, without at the same time damaging or risking the loss of our ideal?"

Some of his views, although presented authoritatively, with admirable clarity and a wealth of illustration, are somewhat controversial, but all must agree with Professor Choukas that ideally the government should have a monopoly on propaganda directed abroad and use it exclusively against the enemy.

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